

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	MAIL STOP AMENDMENT
)	
Susumu Nakagawa)	Group Art Unit: 2424
)	
Application No.: 09/878,581)	Examiner: Sheleheda, James R.
)	
Filing Date: June 11, 2001)	Confirmation No: 2762
)	
Title: IMAGE CONTENT AND ADVERTISING)	
DATA PROVIDING METHOD, SYSTEM,)	
AND APPARATUS)	

AMENDMENT/REPLY TRANSMITTAL LETTER

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Date: September 23, 2010

Sir:

Enclosed is an Amendment under 37 C.F.R. § 1.111 for the above-identified patent application.

- ☐ A Petition for Extension of Time is enclosed.
- ☐ _____ Terminal Disclaimer(s) and the ☐ \$70 ☐ \$140 fee per Disclaimer due under 37 C.F.R. § 1.20(d) are enclosed.
- ☐ Also enclosed is/are ____.
- ☐ Small entity status is hereby claimed.
- ☐ Applicant(s) requests continued examination under 37 C.F.R. § 1.114 and enclose the ☐ \$405 ☐ \$810 fee due under 37 C.F.R. § 1.17(e).
- ☐ Applicant(s) request that any previously unentered after final amendments not be entered. Continued examination is requested based on the enclosed documents identified above.
- ☐ Applicant(s) previously submitted _____ on _____ for which continued examination is requested.
- ☐ Applicant(s) requests suspension of action by the Office until at least _____, which does not exceed three months from the filing of this RCE, in accordance with 37 C.F.R. § 1.103(c). The required fee under 37 C.F.R. § 1.17(i) is enclosed.

- ☐ A Request for Entry and Consideration of Submission under 37 C.F.R. §1.129(a) (1809/2809) is also enclosed.
- ☒ No additional fee is claimed.
- ☐ An additional claim fee is required, and is calculated as shown below:

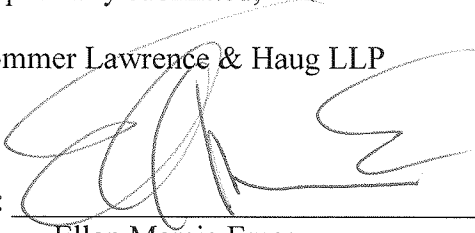
AMENDED CLAIMS					Additional Fee
	No. of Claims	Highest No of Claims Previously Paid for	Extra Claims	Rate	
Total Claims	31	31	0	x 52 (1202)	\$ 0
Independent Claims	12	13	0	x 220 (1201)	\$ 0
<input type="checkbox"/> If multiple dependent claims are presented, add \$390 (1203)					\$ 0
Total Claim Amendment Fee					\$
<input type="checkbox"/> Small Entity Status claimed - subtract 50% of Total Application Fee					\$ 0
TOTAL ADDITIONAL CLAIM FEE DUE FOR THIS AMENDMENT					\$ 0

- ☐ Charge _____ to Deposit Account No. 50-0320 for the fee due.
- ☐ A check in the amount of _____ is enclosed for the fee due.
- ☐ Charge _____ to credit card.
- ☒ The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§ 1.16, 1.17 and 1.20(d) and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-0320.

Respectfully submitted,

Frommer Lawrence & Haug LLP

Date: September 23, 2010

By: 
 Ellen Marcie Emas
 Registration No. 32,131